

Frederick Loeser & Co.

IMPORTING RETAILERS,
BROOKLYN.

Anniversary Sale. Tenth Celebration.

On March 24th it will be ten years since we began our system of retailing which has resulted in revolutionizing prices and methods in Brooklyn, and saved hundreds of thousands of dollars to the buying public. It is admitted by every one that our stock is superior in quality and assortment to any other in Brooklyn, and is not outclassed by the best in New York. Our reputation has been back of every dollar's worth of goods we have sold, and is back of the statement we now make, that

To-morrow we will offer in all departments reliable merchandise of all kinds at lower prices than have ever been named anywhere under any circumstances or conditions.

Our regular policy of supplying liberally all demands will be followed.

Toilet Articles.

All of Section C, Rear of Store.

A sale of unparalleled magnitude, at prices so low as to render it almost certain that they will never again be attempted. Compare them well.

Hair Brushes.

Every one wanted to be pure bristles, manufactured by the celebrated French makers, Dehanné Delettre, Dupont, Looney, etc., assorted penetrating, medium and long bristles. 6-row, solid back, Satin Wood, 25 cts. instead of 40 cts. 10 styles of 11 and 13 row, solid back, Fox and Olive wood, 48 cts. instead of 75 cts. 8 styles of Penetrators and long bristles, assorted solid wood backs, 60 cts. instead of \$1.25 and \$1.30. 7 styles of 15-row Penetrators and medium and long bristles, 98 cts. instead of \$1.75 and \$1.98. Extra fine quality assorted shapes and bristles, \$1.39 instead of \$2.46. Military Hair Brushes, pure bristles, Olive wood backs, 98 cts. per pair.

Tooth Brushes, 10 Cts.

Dupont's first quality Tooth Brushes, fancy and plain handle, 4 and 5 rows, bleached and unbleached, 10 cts. instead of 25 and 30 cts. An assorted lot of Japanese Tooth Brushes, pure bristles, 3 cts. Glass Tooth Brush Bottles, for travelling, 10 cts.

Clothes, Hat and Bath Brushes.

Clothes Brushes, pure bristles, Olive wood back, 30 cts. instead of 50 cts. Same, larger size, 40 cts. instead of 75 cts. Bath Brushes, with long handle, 25 cts. instead of 30 cts. Bath Brushes, patent adjustable handle with strap, pure bristles, 50 cts. instead of 80 cts. Bath Brushes, long bent handle, pure bristles, 25 cts. 7-row, bone-handle Nail Brushes, French make, pure bristles, 10 cts. Finest quality Nail Scrubs, pure bristles, large size, 17 cts. instead of 29 and 38 cts. Complexion Brushes, 20 cts. instead of 40 and 50 cts. Husk handle Whisk Brooms, 2 for 9 cts.

Dressing Combs.

Best quality French Horn Combs, 6 1/2 and 7 1/2 inches, 19 and 25 cts. instead of 38 and 49 cts. Man's Combs, same quality, 15 cts. instead of 25 cts. An assorted lot of English Horn and Rubber Combs, 10 cts. instead of 19 and 25 cts.

Sponges at One-Third of Regular Stock Prices.

Assorted sizes—Key West Toilet Sponges, 1 and 3 cts. Key West Bath Sponges, 10, 15 and 25 cts. Mediterranean Toilet Sponges, 5, 10, 15 and 25 cts. Mediterranean Bath Sponges, 50, 65 and 85 cts. Silk Toilet and Bath Sponges, 10 and 50 cts. Superior Bay Rum, pint flasks, 19 cts. First quality Face Creams, 3 cts. Bone handle Nail Files, 4 cts. An assorted lot of Toilet or Travelling Mirrors, at 10, 15, 21, 30 and 50 cts.—just half price.

Toilet Soaps, Extracts and Preparations.

Turkish Bath Soap, 1 ct. per cake. Lamb's Wool Oil Soap, box of 3 cakes, also Beach Blossom, 9 cts. per box. Green Olive Oil Soap, 1/4 lb. cakes, 2 cts.; 1/2 lb. cakes, 4 cts.; 1 lb., 7 cts.; 3 lb. bars, 10 cts. White Castile Soap, 1 lb., 3 cts.; 1/2 lb., 5 cts.; 1 lb., 10 cts.; 3 lb. bars, 20 cts. Rose Geranium, True Violet and Sweet Lavender Soap, 7 cts. per cake. Oatmeal, Glycerine and Honey Soap, 4 cts. per cake. An assorted lot of fine Extracts, all desirable odors, 10 cts. instead of 25 cts. Superior quality Perfumed Cold Cream, 10 cts. per jar. Extract White Hazel, pint bottles, 12 cts. Superior Bay Rum, pint flasks, 19 cts. Ivory Tooth Powder, fine quality, 8 cts. Best quality Camphor Ice, 6 cts.; Petroleum Jelly, 2 cts. 4 oz. bottles Glycerine Lotion, 15 cts. Almond Meal, 8 oz. jars, 25 cts. Hot Water Bottles, guaranteed, best quality, 2 qt., 38 cts.; 3 qt., 42 cts.; 4 qt., 45 cts.

Silk Department.

What a Leading New York Paper Says:

"Not all of the energies and abilities of Frederick Loeser & Co. have been focussed upon their Silk Department, but enough of both these qualities has been bestowed upon it to make it unsurpassed, and in many respects unequalled, either here or in Europe."

Colored Silks.

69 cts., original price \$1.25: 21-inch Fancy Figured Silks—Printed Warp Taffeta, Striped Gros Grain, Peau de Sole and Brocade Taffeta, new and desirable colorings. 98 cts., original price \$1.75: 21-inch Fancy Figured Silks—Brocade, Peau de Sole and Figured Gros Grain, extra heavy silk, neat, small designs. \$1.25, original price \$2.00: 21-inch Printed Warp Taffeta Brocade, large, handsome designs and beautiful colorings. 95 cts., original price \$1.25: 27-inch Lyons Printed Foulards, new and exclusive designs. 65 cts., original price \$1.00: 27-inch Printed Japanese Silk, stripes, figures, and polka dots. 49 cts., original price 75 cts.: 24-inch Printed China Silk, large assortment of new and exclusive patterns.

Black Silk Specials.

21-inch All Silk Black Figured Gros Grain, ten new designs, 63 cts. 20-inch All Silk Black Brocade Satin, strong and durable cloth, 65 cts. 21-inch All Silk Black Figured Armures, a new line of patterns, exceptionally fine quality, 60 cts. 24-inch All Silk Black Brocade China Silk, large and small designs, very fine quality, 68 cts.

Trimmed Hats, \$3.98:

A particularly attractive Hat, trimmed with new arrangement of Straw and Ribbons, in all the desirable colors, at \$3.98. Also Flower-trimmed Hats, in stylish combinations, at \$3.98 and \$4.98. Children's School Hats, with serviceable trimming, \$2.00 to \$3.75.

Cloak and Suit Department.

Each Item Taken from Our Regular Stock and Marked Down to the Ridiculously Low Prices Named Below.

Separate Skirts, \$2.87 instead of \$5.00:

In Stellienne or Alpaca, black, plum, or green, Velvet finish, \$3.87 instead of \$6.75: In Figured Gros Grain Silk, lined and finished with Velvet, \$5.00 instead of \$8.25: Black Moire Velour or Silk Poplin, well cut, lined and Velvet finish, \$6.75 instead of \$9.50: Black Satin Damasse, choice patterns, black with inverted pleat, lined and Velvet finish.

Ladies' Tailor-Made Suits, \$12.50 instead of \$19.50: In superior quality of English Cheviot Serge, entirely lined with Changeable Taffeta Silk, stylish Four-Button Cutaway Jacket and new model Skirt. Ladies' Jackets, \$3.50 instead of \$5.75: Black Cheviot Cloth Top Coats, entirely lined, triple stitched seams, new sleeves and back.

Children's Reefers and Dresses.

98 cts. instead of \$1.85: Children's Reefers, in blue, red or green cloth, trimmed with braid, 4 to 14 years. \$1.98 instead of \$3.00: Children's One-Piece Dresses, plaid with Bolero effect, trimmed with plain contrasting material and gilt braid, 6 to 14 years.

Printed Warp and Dresden Ribbons.

12, 15, 19 and 25 cts. instead of 25 to 48 cts: 12,520 yards of this season's patterns of Printed Warp and Dresden Ribbons, all the newest designs in Taffeta weave. 12 cts. instead of 25 cts.: 3,520 yards extra quality all Silk Printed Warp Ribbons, 3 inches wide, in four-toned effects on all the new light grounds.

15 cts. instead of 33 cts.: 3,650 yards extra all Silk Printed Warp Ribbons, Dresden effects on light grounds in small designs, 3 1/2 inches wide. 19 cts. instead of 38 cts.: 3,150 yards extra all Silk Printed Warp Ribbons, Dresden effects, 4 inches wide, and monotone effects, 3 1/2 inches wide, on light grounds.

25 cts. instead of 48 cts.: 2,200 yards extra quality all Silk Printed Warp Dresden Ribbons, 4 inches wide, in moss rose effects on light grounds, with plain double satin and crocheted edges.

Moire Antique Taffeta Ribbons, 25 and 29 cts. instead of 38 and 48 cts.: 10,500 yards, all the very newest shades, the finest and richest quality Moire Antique Taffeta Ribbons, pure Silk.

Untrimmed Straw Hats.

39 cts. instead of 75 cts.: 30 dozen, extra quality, new Bell crown, short back Sailor Hats, in Bernina braids, "The Cedarhurst" in black, brown, white, navy, green and red.

At 48 cts. Each: 75 dozen Misses' Untrimmed Straw Hats, light weight Jap braids, in red, navy, brown, green and white.

French Flowers and Foliage.

Paris-made goods at lower prices than the commonest domestic flowers are sold at. Foliage of all kinds, large bunches, at 25, 38 and 48 cts. per bunch. Silk and Velvet Flowers, two in a bunch, forty different shades, including all the new violets, greens and geranium shades, at 15 cts. per bunch.

Extra quality Velvet Geraniums, in all the red shades, 38 cts. per bunch.

Hosiery and Underwear

At Prices at Which It Will Repay Any One to Lay In a Supply. 12 1-2 cts., instead of 19 and 25 cts.: Ladies' fine Gauge Colored Cotton Hose, high spliced heels and double soles, tan and stainless black, also Boys' heavy ribbed Black School Hose, sizes 8 to 10.

19 cts., instead of 25 and 35 cts.: Ladies' extra fine quality Colored Cotton Hose, high spliced heels and double soles, tan and stainless black, also plain and ribbed Black Lisle Thread. 9 cts., instead of 12 1-2 cts.: Ladies' fine quality White Ribbed Cotton Vests, low neck and no sleeves, tape in neck and arms, all sizes.

Ladies' extra quality Ribbed Cotton Vests, white and ecru, handsomely trimmed with silk at neck and arms, square and V shaped neck.

Embroideries.

Manufacturers' Sample Pieces at About One-third of Regular Prices. Section B, Main Floor.

Cambrio Embroidery Edges and Insertions, white and colored, neat and showy designs, blind and openwork effects, at 3, 5, 7, 10, 12 1/2 and 15 cts. per yard. Embroidered Bands and Edges, trimmed with Lace, suitable for trimming Wash Dresses and Lingerie.

5 cts. per yard instead of 15 cts. 10 cts. per yard instead of 25 cts. 7 cts. per yard instead of 19 cts. 12 1-2 cts. per yard instead of 20 cts. 15 cts. per yard instead of 35 cts.

Frederick Loeser & Co.

IMPORTING RETAILERS,
BROOKLYN.

NEVER BEFORE Have Such Values Been Offered in Our Basement.

The China Department.

Jardinières, about 250 of them, assorted shapes and colorings, 20 cts. instead of 60 to 80 cts. Fancy Odd Plates, a lot of manufacturers' samples, 10 cts. each instead of \$4.25 to \$5.00 per dozen. Gas Globes, new shapes and designs, 10 cts. instead of 19 to 22 cts. Tea Pots, fancy shapes and designs, improved, 30 cts. instead of 40 to 65 cts. Oatmeal Dishes, assorted fancy designs, 5 cts. instead of 12 cts. Bath Sets, assorted decorated China with gilt, 30 cts. per set instead of 50 cts. Thin Table Tumblers, mineral water, ale and champagne size, 2 cts. each instead of 80 cts. per dozen. Cups and Saucers, decorated German China, 8 cts. each instead of \$1.50 per dozen. Decorated Kitchen Bowls, large size, 8 cts. each instead of 20 cts. Jelly, Pickle or Salad Dishes, imitation cut, new designs, 4 cts. instead of 10 and 12 cts. Majolica Jugs, five styles, new shapes and colorings, 10 cts. instead of 20 cts.

Tea and Dinner Sets.

Decorated Tea Sets, 56 pieces, up-to-date shapes, \$2.20 instead of \$4.50. Vienna China Tea Sets, 50 pieces, handsomely decorated, \$4.75 instead of \$7.50. Vienna China Dinner Sets, service for 12 people, neat shapes, \$13.97 instead of \$22.00. French China Dinner Sets, service for 12 people, a limited number at \$16.00 instead of \$25. Thin English porcelain Dinner Sets, 130 pieces, choice decorations and gilt, \$18.50 instead of \$25.50. Thin English porcelain Dinner Sets, flow blue daisy decorations, \$13.97 instead of \$20.00. Dinner Sets, 130 pieces, rich blue Fumelle sets, \$17.00 instead of \$25.00. Dinner Sets, 130 pieces, Nonpareil blue decorations, \$20.00 instead of \$30.00. Limoges French Dinner Sets, artistic shapes and designs, \$30.00 instead of \$45.00.

Enamelled Ware and Blue and White Granite Ironware, AT LESS THAN THE FORMER COST OF MANUFACTURE.

About 3,000 pieces, including Tea and Coffee Pots, 3-pint size, Covered Buckets, Saucepans with handles, Roasting Pans, Cullenders, extra large Coffee Boilers, etc., not a piece worth less than 35 cts., most of it worth 65 cts. to \$1.00, and to be closed out at 25 cts. each.

Table Oil Cloth, 9 cts.:

1,200 yards, 14 yards wide, all perfect goods, assorted patterns, at 9 cts. per yard.

Men's 2100 Linen Collars and Cuffs

At Exactly Half Price.

Will be sold in half dozens only. Collars, five styles, 38 cts.; regular price, 75 cts. Cuffs, reversible and link, 75 cts.; regular price, \$1.50. Suspenders, 12 1-2 cts. instead of 25 cts.: Men's fine quality elastic web Suspenders, mohair ends and cast-off, assorted patterns. Neckwear, 12 1-2 cts. instead of 25 cts.: Men's extra quality Silk and Satin Ties and Four-in-Hands, light, medium and dark grounds, assorted patterns, lined with Serge. Night Shirts, 3 for \$1.00 instead of 49 cts. Each: Men's fine grade fancy trimmed Night Shirts, good muslin, assorted colored trimming, all sizes.

Laces Less Than Half Price.

Section B, Main Floor.

Applique, Fedora, Lierrie, Mechlin, Oriental, etc., white ivory, butter and champagne shades, 4 to 7 inches wide, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100 cts. per yard. High class Laces, choice designs and exclusive patterns in Fancy Net Top, Point Gaze, Lierrie and other makes, 25, 35, 40, 50, 60, 85 and 98 cts. per yard. Washable Laces, various makes and widths, broken sets and odds and ends, white and ivory, 3, 5, 7, 10 and 12 1-2 cts. per yard. REMNANTS almost given away, all makes and widths, black, white, ivory and butter shades.

Colored Dress Goods.

Unequalled Values at the Prices.

All-wool American Dress Goods, 65 designs, neat checks, stripes and mixtures, handsome in appearance and thoroughly serviceable, 25 cts. per yard; prices everywhere else, 35 to 39 cts. 40 pieces 32-inch fine striped Lawns, very select designs, 7 cts.; regular price, 12 1/2 cts. 46-inch all wool Granite Jacquards, in all the new plain colorings, very desirable, 49 cts., regularly sold at 75 cts.

Black Dress Goods.

Only One Special, but a Good One.

30-inch English pure Mohair Brilliantine, large and small figure, 39 cts.; regular price, 65 cts.

Washable Dress Goods,

At Less Than Manufacturers' Cost.

120 pieces 28-inch Urbana Dimity, best designs and reliable colors, 5 cts. per yard; equal to any 10 cts. goods shown. 40 pieces 32-inch fine striped Lawns, very select designs, 7 cts.; regular price, 12 1/2 cts. 65 pieces 30-inch fine Lace and hemstitched Batiste, beautiful printings, 10 cts.; regular stock price, 15 cts.

LADIES' KID GLOVES,

A Regular \$1.00 Glove for 59 cts.:

Ladies' 4-button Kid Gloves, fine quality, with three rows of Silk Embroidery, in fawn, brown, modes, light yellow and black, all sizes.

Silk Umbrellas,

\$1.59 instead of \$2.75:

26-inch pure Silk Umbrellas, steel rod, imported natural wood handles, for men and women, also new designs in Dresden handles, finished with gold-chased bands.

Flannels,

25 cts. instead of 50 to 75 cts.:

White Flannels, hemstitched, Silk embroidered.

Ladies' Shirt Waists.

49 cts. instead of 79 cts.:

Lawn Shirt Waists, very desirable colorings, self-detachable collar, new sleeves. 98 cts. instead of \$1.45: Fancy Lawn Waists, assorted patterns and styles, dainty new designs, detachable collar, new sleeves.

Silk Waists.

Fitted style, boned, newest shadings, shirred on shoulders, full front, draped collar; same style in Black Brocade Silk; also some very handsome shaded Taffeta Silk Waists, Shirt Waist style, \$4.98 instead of \$6.50.

Sheetings, Muslins,

Less Than Manufacturers' Prices.

Standard, heavy quality, Bleached Sheet- ing, 2 1/4 yards wide, 16 cts. per yard; 2 yards wide, 13 cts. Bleached Pillow Case, 1 1/4 yards wide, 80 cts. per yard. Unbleached Muslin, one yard wide, 4 cts. instead of 6 cts.; fine quality, 5 cts. instead of 7 cts. Bleached Muslin, one yard wide, 5 cts. instead of 7 cts.; soft finish, 6 cts. instead of 8 cts. Also, full size White Bed Spreads, 50 cts. Full Size White Cotton-filled Comfortables, \$1.10 instead of \$1.75.

LADIES' BOOTS,

\$1.79 instead of \$3.00 to \$6.00:

400 pairs Ladies' Button and Lace Boots, pointed and medium toes, hand sewed, turned or welted and stitched soles, not all sizes, but the best value ever given if your size is among the lot.

Rubbers Reduced One-third.

All first quality Rubbers, Goodyear Glove, Boston, etc., at one-third less than regular prices to-morrow.

Summer Corsets,

48 cts. instead of 89 cts.:

The best summer Corset sold at the price. 450 pairs of the celebrated R. & G. Corsets, ventilating, long waists, strong netting, Satine stripes over bones, corded busts, 18 to 20 inches.

Also, 150 pairs of our Melba Z Z Corsets, gray only, heavy French Satine, well boned, trimmed on top with lace edgings, at \$1.98 instead of \$2.45, to-morrow only.

Petticoats.

49 cts. instead of 85 cts.:

Seersucker Wash Petticoats, assorted stripes, deep umbrella ruffle, full size. 98 cts. instead of \$1.45: Extra quality Black Satine Petticoats, two styles, both umbrella shape, one with braided and the other with deep corded flounce, full size.

\$5.98 instead of \$8.50:

50 more Taffeta Silk Petticoats in newest shadings, also black, with deep umbrella flounce corded.

Art Embroidery Dept.

Art Linen, fast colors, 48 inches wide, suitable for Draperies and Table Covers, 50 cts. per yard instead of 75 cts. Cretonne Sofa Pillow Slips, fast colors, with ruffle, ready to slip on pillows, with button and loops, 25 cts. A small lot of fine hand drawn work, left over from our recent sale of Scarfs and Squares, 16x20, 16x72, and 30x30, at less than one-third of original prices.

NEW JERSEY'S GREATEST STORE.

At Jersey's Greatest Store:
Such Hats and Capes and Dresswear,
too,
Were never seen before.

Broad, Halsey, New and West Park Sts.,
in the Very Heart of Newark.

Openings three, this week doth see
At Jersey's Greatest Store:
Such Hats and Capes and Dresswear,
too,
Were never seen before.

Our Millinery
Opening is set
down for Tuesday,
Wednesday and
Thursday, and a
magnificent open-
ing it will be. All
the novel shapes,
vivid colors and
striking contrasts
for Easter will be
on view. The mod-
est, the conservative and the ultra-
fashionable hats, aigrettes, ribbons,
flowers, garniture, etc., are to be
presented in the very prettiest
pictures.

Our Outer Gar-
ment and Dress-
wear Openings
will also be par-
ticular functions
on Tuesday,
Wednesday and
Thursday. As
this is a costume
season we have
arranged a most
complete exhibi-
tion of all the styles in Capes,
Cloaks, Jackets, Suits, Skirts,
Waists, etc., in the bewitching fab-
rics and tones, in the piece and
made up. Our prices will be found
exceedingly popular.

From our great Furniture De-
partment, wherein is always found
the first example of every new
fancy of the designer and manu-
facturer, are evolved these two
special bargains for this week:

This
Corduroy
Couch, full
length and
width, as-
sorted colors, an easy seller at \$8,
this week 5.98.



This five-piece Parlor Suit, inlaid
frame, upholstered in silk damask,
a regular \$5.00 suit, this week (if
they last that long), \$5.00.

On free exhibition this
week—Hubert De Lorme's
celebrated painting, "The
Blacksmith."

NOTE—Goods delivered free at any railroad
station in New Jersey. No extra charge for
packing.

HANNE & CO., NEWARK, N. J.

CASTELLANOS'S DEFEAT.

The Collapse of His Great Plan to Capture the
Whole Cuban Cabinet.

HAVANA, March 20.—Further details of the
defeat of Gen. Jimenez Castellanos at San Jeronimo,
Puerto Principe, have been received here. It
will be remembered that Castellanos was at-
tempting at this time to capture the Govern-
ment of the Republic of Cuba.

Castellanos, who was with his column at the
city of Puerto Principe, was advised by a spy
that the Cuban Cabinet was to meet at San
Jeronimo, and that, according to all appear-
ances, the members would not be strongly
guarded. The Cuban forces were few,
said, and were not expecting an attack. Castellanos
started at once with 2,000 men and two
cannons, after sending a communication to Gen.
Weyler in which he said that the importance
and urgency of the affair made him take the
step without awaiting orders.

The sudden movement of troops in Puerto
Principe attracted the attention of the Cuban
spies, and before Castellanos could start the
Cuban Government was warned. The result was
that not more than a mile out of Puerto Principe
Castellanos met some 500 Cuban cavalry
and was attacked severely. He drew up his
troops in order of battle and began artillery fire.
The Cubans retired in haste, and the Spanish
General lost two hours in preparing to march on.
In this skirmish three Cubans and five Spaniards
were killed.

A mile further from Puerto Principe the
Cubans appeared with 1,500 strong. Castellanos
ordered his troops to form a square to re-
pel cavalry charges. The engagement lasted
two hours, but ended severely. He was over-
powered by the Spaniards on the march and
retreated. When Castellanos ordered the
column to stop and fire volleys to right and left
the Cubans disappeared. So the column marched
on under fire until near San Jeronimo, losing in
all 129 killed and 97 wounded.

Before San Jeronimo, instead of finding the
Cuban Cabinet in straits, the Spanish General
met an army of about 2,000 Cubans ready to give
him battle. He did not wait to fight, but retired
as fast as possible to Puerto Principe. In his re-
treat he suffered severely. He was harassed
constantly and was obliged to leave on the road
his dead and wounded, besides arms and ammu-
nition and all the supplies that carried provisions
for his troops.

The scheme of exchanging the paper money
issued at the order of the Government by the
Spanish Bank of the